

METHOD AND SYSTEM FOR ACQUIRING BRANDED PROMOTIONAL PRODUCTS*AK201*
Abstract of the Disclosure

A method and system allows users to purchase branded promotional products over the Internet through a central, real-time exchange process. Users may include customers, resellers, 5 vendor partners, business service partners and medial partners. This system provides a core foundation of services for use over the Internet that facilitates business transactions thereby providing a single point of contact for all branded promotional industry needs. A comprehensive solution is presented for all members of the promotional products industry where high quality products, current and accurate information, and support services with the result that the end user 10 has a consistent, reliable and productive experience are made available.